

SYSTEM AND METHOD FOR ANALYZING TRANSACTION DATA

Abstract

The present invention provides management of transaction data effectively to
5 process, store, analyze, review, and visualize transaction data. The present
invention is compatible with transaction data from internet accesses to Web-sites.
The present invention provides a unified data collection and processing scheme with
an interactive visualization tool for the processed data. The present invention
receives transaction data and then processes this transaction data to create an
10 efficient data structure representing the data. As a result, the present invention also
provides an interactive visualization tool for the strategists, transaction data
maintenance personnel, and Web-site maintenance personnel to effectively and
efficiently review transaction data to provide a convenient tool for managing
transaction data or a Web-site and visualizing its effectiveness. Furthermore, the
15 present invention also provides for the aggregation of such transaction data.